

claims 12 and 15 define similar subject matter, and independent claim 19 recites that the purchasing data is sufficient to complete the purchase of the item. As noted previously, the system and method described in the Cambridge publication require access to the Internet in order to function as intended. As such, Applicants respectfully submit that this claimed subject matter is lacking in the Cambridge publication.

In the “Response to Arguments” section on page 7 of the Office Action, the Examiner contends that this subject matter is disclosed in the Cambridge publication, referencing Fig. 10 and describing that “[b]rowser software 1002 may be executed on the user’s computing device. Browser software 1002 may be stored on the mass storage media, or in any storage medium located in or connected to the user’s computing device, i.e. without access to the Internet.” The Office Action further provides that the Cambridge publication describes “browser software 1002 may include browser controls 1004 for controlling the display of simulated web pages. Browser controls 1004 may include controls for loading the previously displayed web page, loading the next simulated web page, reloading the current simulated web page, returning to a default simulated web page, searching simulated web pages, stopping the transfer of simulated web pages, printing a simulated web page, and inquiring about the security of transactions on simulated web pages (par. 0078).”

From this disclosure, Applicants do not disagree that the Cambridge publication discloses a system that can “simulate” Internet access. A critical component in completing a purchase, however, is payment information, e.g., credit card or the like, which component is nowhere disclosed or even remotely appreciated in the Cambridge publication. Rather, Cambridge describes a communications link 108 to enable the customer to access the retailer’s website via a connection to the Internet. See, e.g., paragraph [0052]. Moreover, Cambridge describes in

paragraph [0067] that when a customer selects to complete a transaction, the customer is asked to input his or her name, billing information, and credit card information. As described in paragraph [0068], once the name, billing and credit card information have been entered by the customer at step 612, “the customer’s Internet service provider software may be executed on the customer’s computer in order to establish a connection with the Internet at step 614.”

Applicants thus respectfully submit that the Cambridge publication lacks at least a step of “electronically selecting the item for purchase, causing purchase data on the item to be stored on a writable memory device in communication with the local processor . . . , the purchase data being sufficient to complete the purchase of the item.” Cambridge additionally lacks a step of “permitting a first selection and a second selection, wherein the first selection causes printing of an order form containing the purchase data and configured to initiate a purchase when physically delivered to a vendor, and wherein the second selection causes storing of the purchase data on a device accessible by the local processor.” As noted, independent claims 12, 15 and 19 define related subject matter.

With regard to the dependent claims, Applicants submit that these claims are allowable at least by virtue of their dependency on an allowable independent claim. Moreover, claims 8 and 14 recite that the method is completed without having accessed information related to the item not already contained by a removable data storage medium (claim 8) or the electronic storage medium (claim 14). In this context, the Office Action references paragraph [0067] in Cambridge. This paragraph in Cambridge, however, does not reference completing the method in the manner claimed. Rather, the additional items necessary to complete the method in Cambridge are obtained by executing the customer’s Internet service provider software to

establish a connection with the Internet. See paragraph [0068]. For these reasons also, Applicants submit that these claims are allowable over the Cambridge publication.

Reconsideration and withdrawal of the rejection are respectfully requested.

Claims 5 and 6 were rejected under 35 U.S.C. §103(a) over Cambridge in view of U.S. Patent No. 6,026,376 to Kenney. Additionally, claims 28, 29, 31 and 33 were rejected under 35 U.S.C. §103(a) over Cambridge in view of U.S. Patent No. 5,918,213 to Bernard et al.

Applicants respectfully submit, however, that these references do not provide any suggestion to modify the Cambridge publication to correct those deficiencies noted above. As such, Applicants submit that these dependent claims are allowable at least by virtue of their dependency on an allowable independent claim. Withdrawal of the rejection is respectfully requested.

In view of the foregoing remarks, Applicants respectfully submit that the claims are patentable over the art of record and that the application is in condition for allowance. Should the Examiner believe that anything further is desirable in order to place the application in condition for allowance, the Examiner is invited to contact Applicants' undersigned attorney at the telephone number listed below.

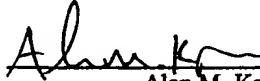
Prompt passage to issuance is earnestly solicited.

CALAWAY et al.
Appl. No. 09/814,441
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Respectfully submitted,

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